


Family Alliance Rebrand

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Over the last two semesters, students from a variety of majors and disciplines came together in order to rebrand and rename Beneficence Family Scholars. BFS is a comprehensive resource for single parents who are striving to achieve higher education. They advocate for their clients and attempt to break down barriers to education such as childcare, transportation, and housing.

Students compiled research and data to recommend fresh names to the board of directors and then used the new name as inspiration for a new and clean brand. We took community feedback from the program participants, citizens of Muncie, and from students and faculty at Ball State University to create a name and brand that is close to the heart of our community. To enhance the relaunch of the organization, students also worked to create social media content and promotional videos.

Who Is "Beneficence Family Scholars"?

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Watch Video At: <https://youtu.be/mAyy6Z8kOBU>

Beneficence Family Scholars was the name of the organization we rebranded, but before we could get down to the business of creating a new look and feel, we had to find out what BFS was really about. Our class sat down and talked to Wilisha Scaife, a faculty member here at Ball State University and a member of the board of directors for Beneficence Family Scholars. Her story gives us insight into why BFS is so crucial to the community and how she is seeking to empower others through access to higher education.

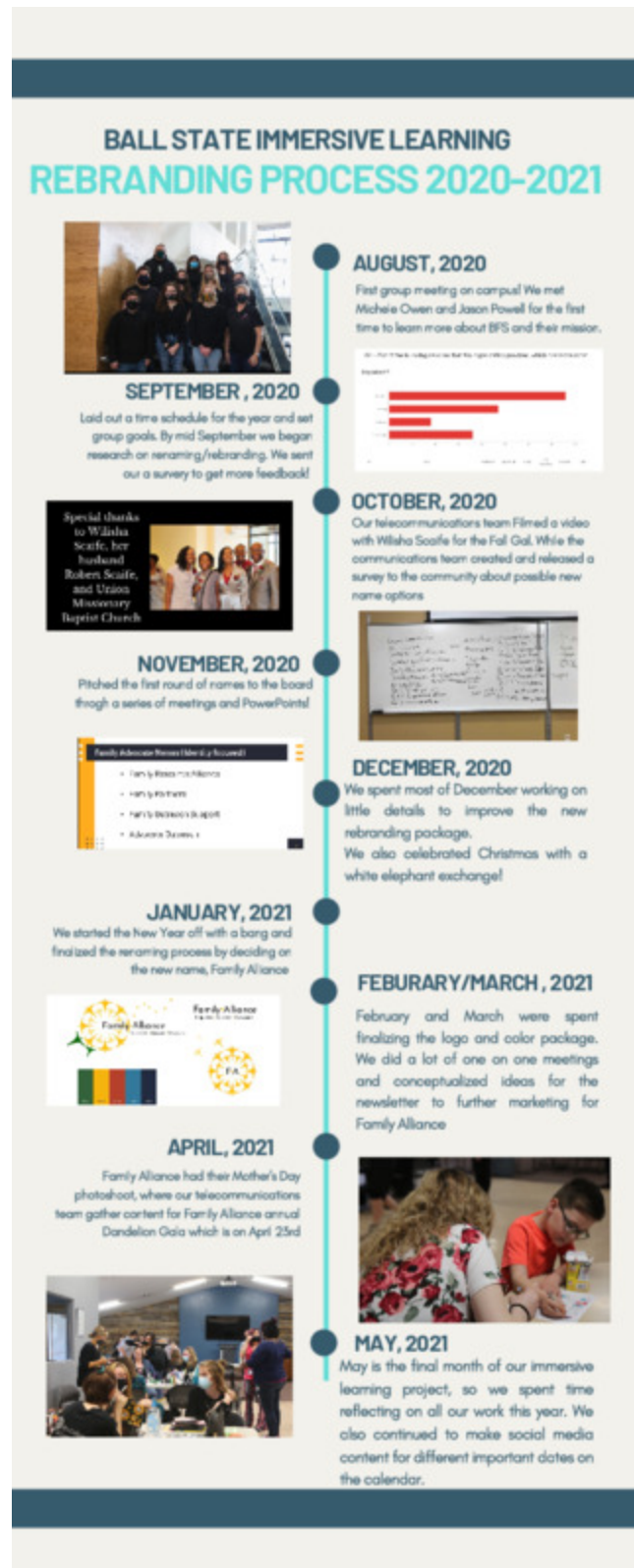
[Project Timeline →](#)

Who Is "Beneficence Family Scholars"?

Project Timeline

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The timeline of our efforts to serve Family Alliance



BALL STATE IMMERSIVE LEARNING REBRANDING PROCESS 2020-2021

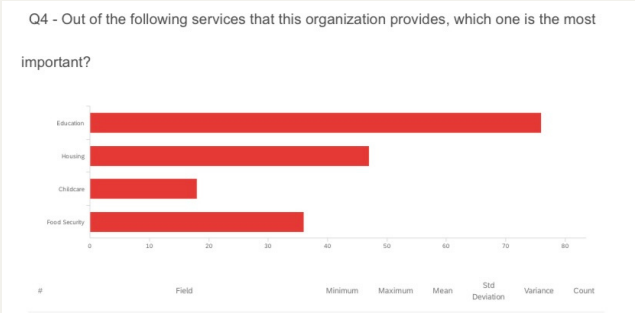


SEPTEMBER, 2020

Laid out a time schedule for the year and set group goals. By mid September we began research on renaming/rebranding. We sent out a survey to get more feedback!

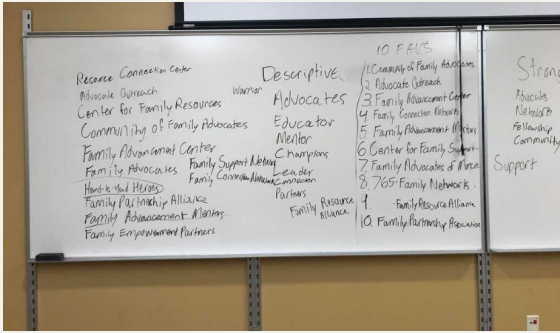
AUGUST, 2020

First group meeting on campus! We met Michele Owen and Jason Powell for the first time to learn more about BFS and their mission.



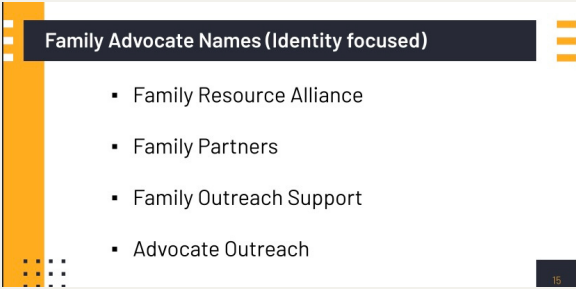
OCTOBER, 2020

Our telecommunications team Filmed a video with Wilisha Scaife for the Fall Gal. While the communications team created and released a survey to the community about possible new name options



NOVEMBER, 2020

Pitched the first round of names to the board through a series of meetings and PowerPoints!



DECEMBER, 2020

We spent most of December working on little details to improve the new rebranding package. We also celebrated Christmas with a white elephant exchange!

JANUARY, 2021

We started the New Year off with a bang and finalized the renaming process by deciding on the new name, Family Alliance

FEBURARY/MARCH, 2021

February and March were spent finalizing the logo and color package. We did a lot of one on one meetings and conceptualized ideas for the newsletter to further marketing for Family Alliance

APRIL, 2021

Family Alliance had their Mother's Day photoshoot, where our telecommunications team gather content for Family Alliance annual Dandelion Gala which is on April 23rd



MAY, 2021

May is the final month of our immersive learning project, so we spent time reflecting on all our work this year. We also continued to make social media content for different important dates on the calendar.



The Journey Begins

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Beneficence Family Scholars' original logo


Our group began considering names and logo concepts early, but we spent a lot of time building our team around the spirit of Beneficence Family Scholars. We spent time weeding and tidying up the garden at a local church. We had to go into the project with a spirit of service and humility.

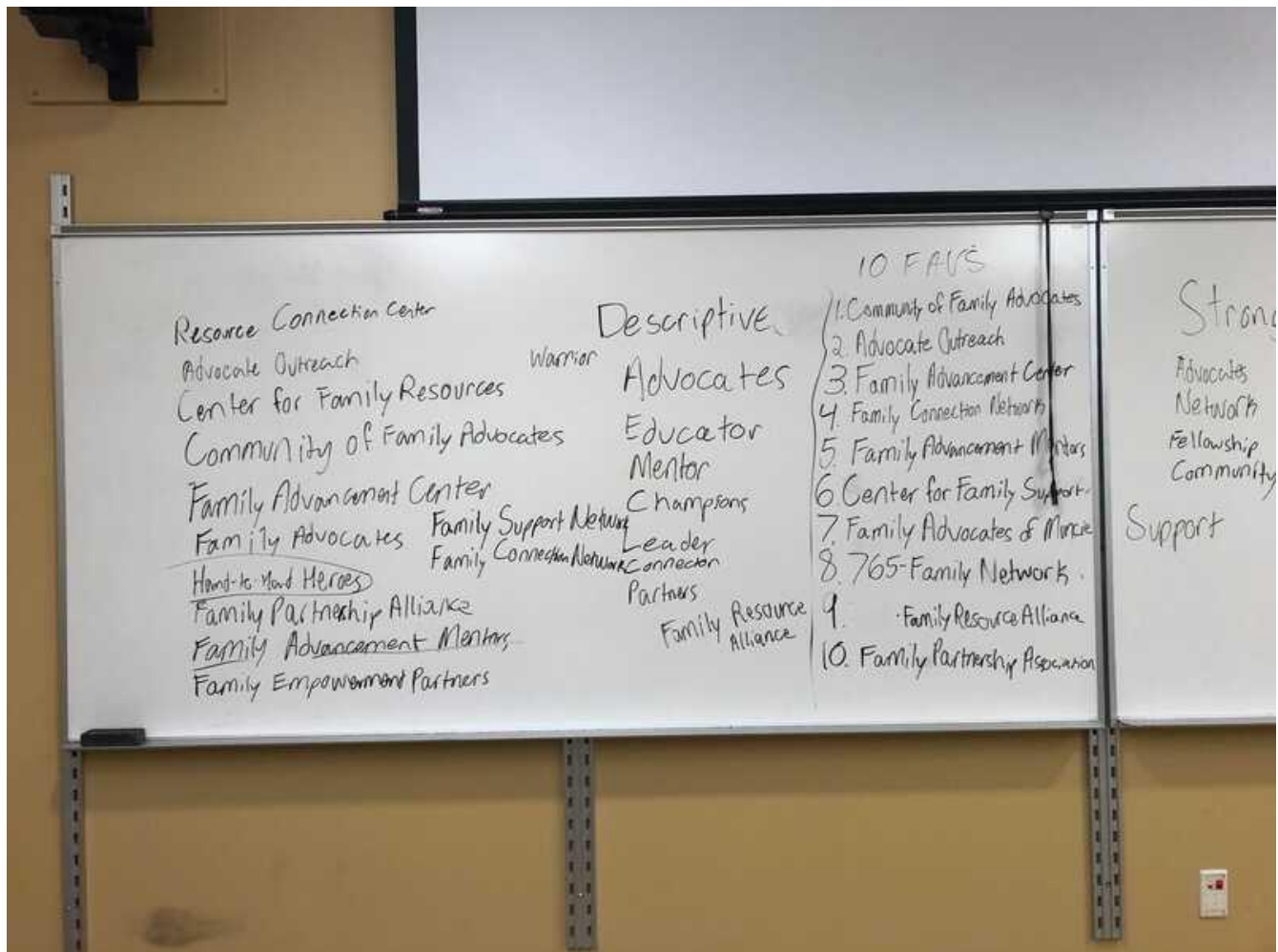


We saw that the name "Beneficence Family Scholars" promoted an idea that the organization was tied to Ball State University. This was a problem, as being connected to the university (even in name) gave people preconceptions. "What if I don't want to attend that specific university? What if I want to go to trade school? Ball State is too expensive for me!"

We needed to seek out a name that could stand on its own, a name that would be accessible to families of any background, a name that is easy to say and remember.

A New Name

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A sample of the hundreds of ideas we worked through

Beneficence Family Scholars needed a new name, one that put distance between itself and the university, but one that evoked the same values of generosity, community, and education.

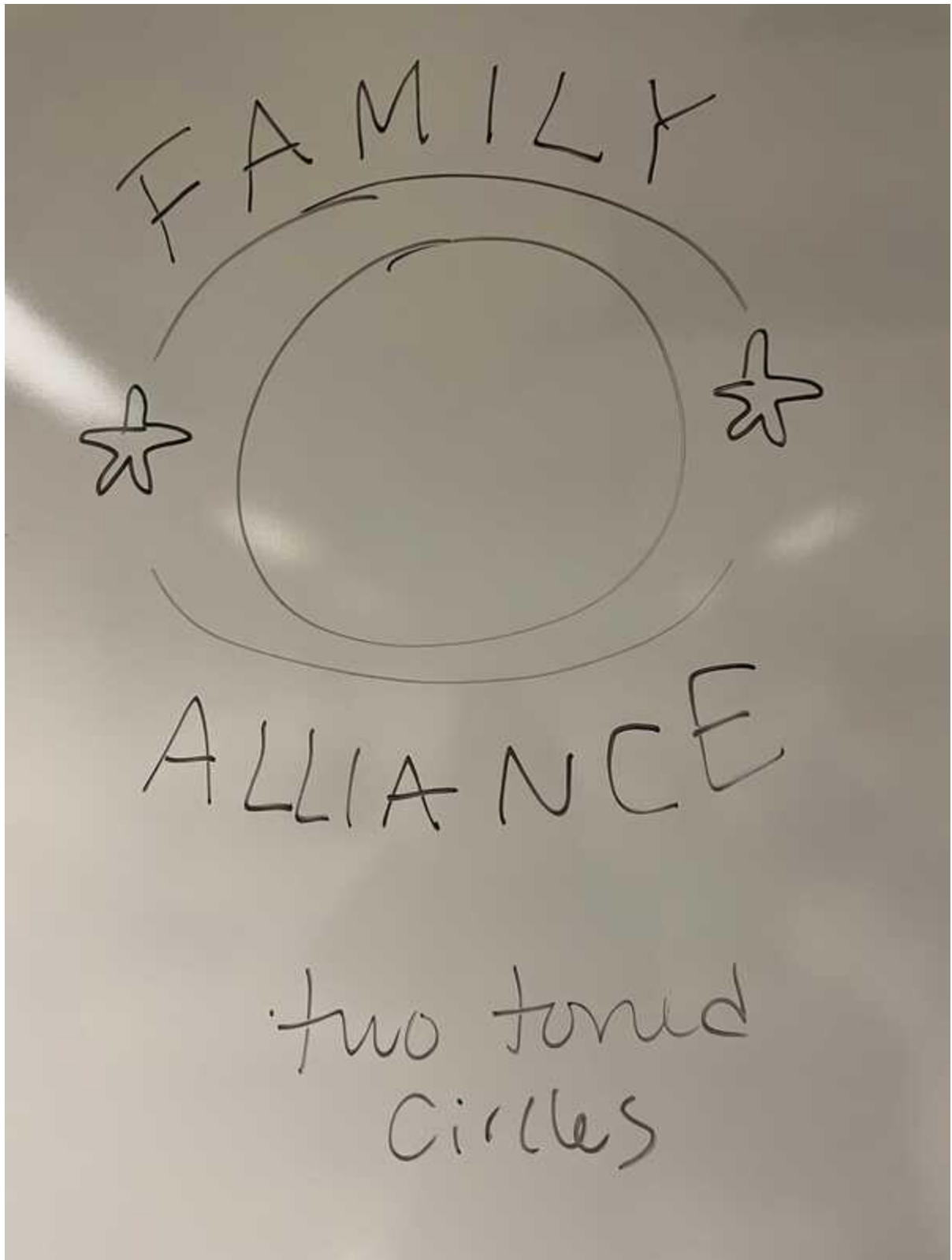
The class spent months researching what makes great names so great. We spent hours educating ourselves so that the decisions we were making were grounded in fact and based on data. We had to become experts so that we could deliver a product that we were proud of and that we could defend.

The group designed and ran surveys in order to gauge the reaction and reception of the name prototypes. We targeted scholars in the organization, Muncie citizens, and members of the Ball State community (including both students and faculty). The data matched our research and we had solid evidence that our name options were really good.

We presented our findings to the board of directors, and they became very excited about their new name "Family Alliance"

A New Look

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Click me to see early sketches for the new logo!



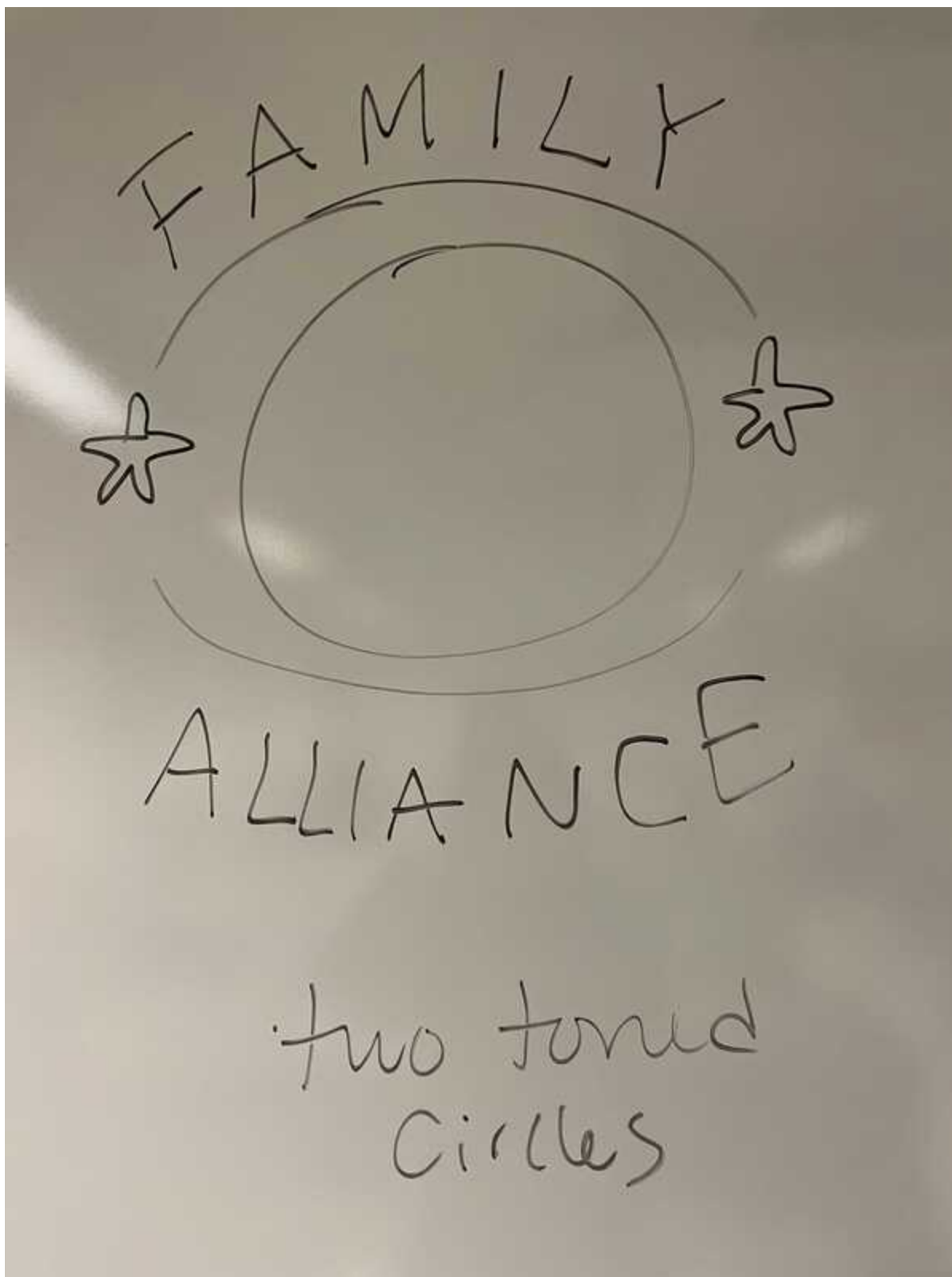
The new logo for Family Alliance

Family Alliance launches its new brand package on April 23rd at their spring gala. Designing a new logo for Family Alliance has been painstaking. We wanted to ensure a final product that the board could enjoy as much as we do. We especially wanted potential clients to see Family Alliance as a place to get personal help, not just a plug for Ball State. It took months of hard work, redesigns, and going back to square one more times than we could count, but we eventually found a look that just clicked.

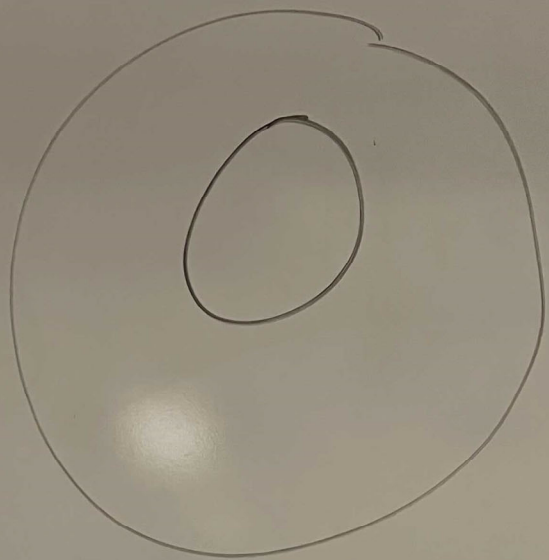
We used fonts that weren't intimidating or overly academic. We refreshed the color palette to be more modern and more friendly. We created a look that Family Alliance can be proud to put on their website and newsletters.

Logo Rough Sketches

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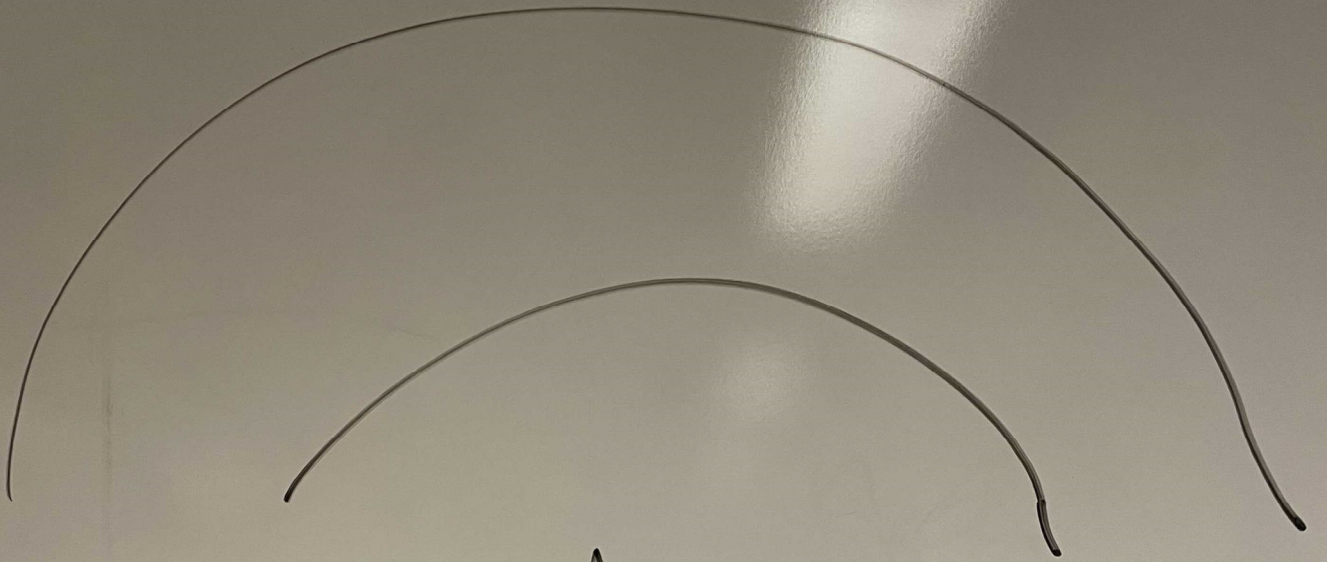


Family



Alliance

different parts



Family Alliance